

THE NEXT LEVEL DIFFERENCE

Simply put: it's unwavering execution—Next Level results

The Next Level delivers performance consulting to sales organizations, client service organizations, and call centers. We focus relentlessly on boosting the key metrics that matter most to your business. Example project goals include:

- Increase sales and profitability
- Transition a service organization to a sales organization
- Improve coaching, accountability, and follow up skills of leadership team and sales and service managers
- Transfer best practices to everyone on the team
- Increase business with existing customers
- Improve employee morale and retention
- Improve productivity per salesperson
- Shorten the sales cycle
- Improve conversion rate over phone or face-to-face

Each of these initiatives is achieved through a customized program based around company, industry and cross-industry relevant best practices.

Contact us today to learn how to take your performance to The Next Level.

CLIENT

DIRECTV

El Segundo, CA

PROJECT FOCUS

To improve the sales coaching skills of the sales managers and sales supervisors who work in the outsourced call center partners of DIRECTV

OVERVIEW

Each day, DIRECTV subscribers enjoy access to over 250 channels of 100% digital picture and sound, exclusive programming, and the most comprehensive collection of sports programming available anywhere, including NFL SUNDAY TICKET™ and MLB EXTRA INNINGS®. DIRECTV is in a very competitive industry and wants to maximize every single call that comes into its' outsourced business partners' call centers. As a result, DIRECTV partnered with The Next Level to achieve even greater alignment at all levels of sales leadership in the way that every member of the sales team was coached and managed. The Next Level introduced a sales coaching system that focused on:

- One on one goal setting meetings
- Conducting pre-shift sales huddles
- Performance coaching and delivering feedback

OBJECTIVES

The primary objective of the project was to work with DIRECTV's outsourced call center partners' vice presidents of operations, sales managers, and sales supervisors. We delivered a consistent sales coaching process that is aligned with DIRECTV's vision, priorities, and goals. The second objective of the project was to further develop a sales culture within each call center partner that holds every member of the sales team accountable for maximizing every single call that comes into DIRECTV. After the instructor led training portion of the project, The Next Level initiated a 3-month follow-up plan to monitor, coach, and reinforce execution of the sales coaching process.

RESULTS

In the first three months of execution on the project, the results were.

- Conversion rate increased by 13%
- Sales per hour increased by 12%
- Absenteeism was reduced by 75%
- Attrition was reduced by 85%
- The rate of gathering customer e-mail addresses tripled improving the overall customer experience

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